



**FREE FM RADIO WHEN YOU
FILL OUT THIS SURVEY.**

Simply fill out this survey and we'll send you
this hot FM radio totally free. Plus, just for
tuning us in to a few facts about you,
you could qualify to get in on even more
special offers and coupons for your favorite

206 1036056

Use the lines below to print name and address (see reverse only)

00000000000000000000
Sample A Samples
123 Any Street
Anytown, US 00000

Participation limited to persons 21 years of age and older.
Do you smoke cigarettes? ☐ Yes ☐ No. If yes, please send me my free radio sweepstake to question 14.

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required) X _____ Birth Date (required) _____
Phone Number (_____) _____ Today's Date _____

1. What is your regular brand of cigarette? (this is the brand you smoke most often)
(brand) _____

2. Is your regular brand? * (Check one)
☐ Regular/king size ☐ 100's ☐ 10's

3. Is your regular brand? * (Check one)
☐ Mentol ☐ Non-Mentol

4. Is your regular brand? * (Check one)
☐ Low-tar/low tar ☐ Medium ☐ Full Flavor
☐ Ultra Mild ☐ Full Flavor

5. Do you usually buy it by the? * (Check one)
☐ Pack ☐ Bulk/Wholesale
☐ Cartons

6. How long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 5 years
☐ 6 to 10 years ☐ More than 10 years

7. What, if any, was your previous brand?
(brand) _____

8. The first time you go to the store, if your regular brand was not available, what would you do? (Check one)
☐ Buy another brand to keep my regular brand
☐ Buy another type or length of my regular brand
☐ Wait until the store has my regular brand
☐ Buy a different brand entirely

9. Which of the following statements best describes the way you use cigarette coupons? (Check one)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use a coupon if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)
☐ Alpine ☐ Camel ☐ Newport
☐ B&W ☐ DDB ☐ Five
☐ Benson & Hedges ☐ Kent ☐ Parliament
☐ B&W ☐ New
☐ Best Day ☐ Marlboro ☐ New Brand
☐ Best Value ☐ New
☐ Cambridge ☐ New
☐ Camel ☐ New
☐ Camel ☐ New
☐ Camel ☐ New
☐ Camel ☐ New

11. Please list all the brands of cigarette you smoked or have smoked in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in most number of packs for each brand below. (Note: 1 carton = 10 packs.)

Brand Name _____ # of Packs _____

12. Where do you usually buy your cigarettes? (Check one)
☐ Supermarket Chain
☐ Neighborhood Grocery
☐ Convenience Store
☐ Drug Store/Pharmacy
☐ Discount Store

13. How often do you use special tobacco cigarette offers, such as a free gift with purchase, a 2-for-1, or special price?
Often ☐ Sometimes ☐ Never

14. Is there another smoker in your household 21 years of age or older? Please print full name, birth date and regular brand.

First Name _____ Last Name _____
Birth Date _____ Regular Brand _____

15. Do you have friends 21 years of age or older who smoked and would like to receive cigarette coupons and branded incentive items in the mail? Please print full names and phone numbers.

Name _____ Phone Number _____
Name _____ Phone Number _____
Name _____ Phone Number _____

16. Which of the following best describes you? (Check one)
☐ White ☐ African American ☐ Asian
☐ Hispanic ☐ American Indian ☐ Other

Free Radio Offer good until 6/30/97.
Please allow 2-4 weeks for delivery.
Only manufacturer's warranty applies. Not responsible for loss, theft, damage or postage due mail. Offer good only in U.S.A. Customer Survey Associates Radio Offer is limited to one per person regardless of the number of surveys completed. Your radio is non-transferable for exchange. Survey is not transferable. No photograph or identification will be accepted. Void where prohibited, issued or licensed. Limited to 21 years of age or older.
©1997 Consumer Survey Associates, New York

**WE NOW
RETURN
YOU TO YOUR
REGULARLY
SCHEDULED
PROGRAM.**

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[illegible]

BUSINESS REFERENCE		DATE
FIRST CLASS MAIL	PERMIT NO. 100	CHICAGO, ILL.

○ 2017 年 12 月 31 日 止 12 個月內之營業額

CONSUMER SURVEY ASSOCIATES
PO BOX 82649
LINCOLN NE 68501-9408

12345678910111213141516171819202122232425262728293031323334353637383940414243444546474849505152535455565758596061626364656667686970717273747576777879808182838485868788899091929394959697989910010110210310410510610710810911011111211311411511611711811912012112212312412512612712812913013113213313413513613713813914014114214314414514614714814915015115215315415515615715815916016116216316416516616716816917017117217317417517617717817918018118218318418518618718818919019119219319419519619719819920020120220320420520620720820921021121221321421521621721821922022122222322422522622722822923023123223323423523623723823924024124224324424524624724824925025125225325425525625725825926026126226326426526626726826927027127227327427527627727827928028128228328428528628728828929029129229329429529629729829930030130230330430530630730830931031131231331431531631731831932032132232332432532632732832933033133233333433533633733833934034134234334434534634734834935035135235335435535635735835936036136236336436536636736836937037137237337437537637737837938038138238338438538638738838939039139239339439539639739839940040140240340440540640740840941041141241341441541641741841942042142242342442542642742842943043143243343443543643743843944044144244344444544644744844945045145245345445545645745845946046146246346446546646746846947047147247347447547647747847948048148248348448548648748848949049149249349449549649749849950050150250350450550650750850951051151251351451551651751851952052152252352452552652752852953053153253353453553653753853954054154254354454554654754854955055155255355455555655755855956056156256356456556656756856957057157257357457557657757857958058158258358458558658758858959059159259359459559659759859960060160260360460560660760860961061161261361461561661761861962062162262362462562662762862963063163263363463563663763863964064164264364464564664764864965065165265365465565665765865966066166266366466566666766866967067167267367467567667767867968068168268368468568668768868969069169269369469569669769869970070170270370470570670770870971071171271371471571671771871972072172272372472572672772872973073173273373473573673773873974074174274374474574674774874975075175275375475575675775875976076176276376476576676776876977077177277377477577677777877978078178278378478578678778878979079179279379479579679779879980080180280380480580680780880981081181281381481581681781881982082182282382482582682782882983083183283383483583683783883984084184284384484584684784884985085185285385485585685785885986086186286386486586686786886987087187287387487587687787887988088188288388488588688788888989089189289389489589689789889990090190290390490590690790890991091191291391491591691791891992092192292392492592692792892993093193293393493593693793893994094194294394494594694794894995095195295395495595695795895996096196296396496596696796896997097197297397497597697797897998098198298398498598698798898999099199299399499599699799899910001001100210031004100510061007100810091010101110121013101410151016101710181019102010211022102310241025102610271028102910301031103210331034103510361037103810391040104110421043104410451046104710481049105010511052105310541055105610571058105910601061106210631064106510661067106810691070107110721073107410751076107710781079108010811082108310841085108610871088108910901091109210931094109510961097109810991100110111021103110411051106110711081109111011111112111311141115111611171118111911201121112211231124112511261127112811291130113111321133113411351136113711381139114011411142114311441145114611471148114911501151115211531154115511561157115811591160116111621163116411651166116711681169117011711172117311741175117611771178117911801181118211831184118511861187118811891190119111921193119411951196119711981199120012011202120312041205120612071208120912101211121212131214121512161217121812191220122112221223122412251226122712281229123012311232123312341235123612371238123912401241124212431244124512461247124812491250125112521253125412551256125712581259126012611262126312641265126612671268126912701271127212731274127512761277127812791280128112821283128412851286128712881289129012911292129312941295129612971298129913001

**BUT
FIRST,
A FEW
WORDS
FROM
OUR
SPONSOR**

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Schaumburg, IL 60194-4192

Furnishings and Returns Package Guaranteed

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SELF MULLER W/SUREY & BC

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Sample A, Samples
I23 Any Series
Anytown, US 00000
llhellhellhellhellhell

IF YOU SMOKE, GET INTO THIS.

**WE INTERRUPT
THIS BROADCAST
TO BRING YOU
A FREE RADIO.**

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